

Developing a People-Centred, Place-Led Approach: The Value of the Arts and Humanities

Who we are

The AHRC Place-Based Research Programme evidences the contribution that arts and humanities approaches make to place-based policies and practices and uses this evidence to develop innovative approaches to achieving a people-centred, place-led approach. We work in partnership with disciplines across and beyond the arts and humanities, as well as with the public, private, third sector and community groups who engage in place-based working at a local, national, and international level.

Key message

Work within the Arts and Humanities Research Council's Place Programme is advancing a people-centred, place-led approach that can deliver positive benefits for people and place.

This people-centred, place-led approach is based on the MAP approach – which includes three interconnected aspects:

1. Foregrounding place as a centre of **M**eaning;
2. Embedding creative **A**pproaches within place-based work; and
3. Developing inclusive **P**rocesses, based on equitable partnerships.

Each aspect of Meaning - Approach - Process (MAP) adds a powerful dimension to place-based work. When taken together, we believe there is real potential to create people-centred change that is responsive to the full range of the geographic, economic, and lived and felt dimensions of place.

Evidence base

MAP has been informed by the analysis of:

- AHRC-funded projects from 2011-2022 that had a focus on place
- Responses to an open call for evidence
- The work of 9 Place-Based Knowledge Exchange Projects.

Key takeaways

1. Arts and Humanities researchers and partners have a sustained track record of investment and innovation in place-based work.
2. A people-centred, place-led approach requires recognition that place has geographic, economic, lived, and felt dimensions and decisions about allocation of economic resource to and within geographic locations need to be made with a full understanding of the lived and felt experiences of people in place.
3. MAP provides a way to think about and deliver people-centred, place-led change in place and is directly informed by the expertise, skills, and knowledge of those in the arts and humanities and our partners.

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